

PHILIP MORRIS MANAGEMENT CORP.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592

TO: Steven Parrish, Esq.
FROM: Virginia M. Murphy
SUBJECT: Tar and Nicotine Disclosure Numbers

DATE: June 3, 1993

A summary of the Tobacco Institute Testing Laboratory ("TITL") procedure for the appropriate tar and nicotine values to be disclosed in tobacco advertising is attached.

Briefly, the procedure comprises:

1. Tobacco manufacturers' submission of list of brand styles currently sold;
2. TITL collection of market samples of each brand style listed by the manufacturers;
3. TITL testing and distribution of draft results;
4. TITL re-testing of certain brand styles at request of manufacturers and distribution of final results;
5. Publication of final results in Federal Register; and,
6. Manufacturers' obligation to disclose final results in advertising thirty days after publication in Federal Register.

The final tar and nicotine disclosure numbers issued by the TITL for use in Philip Morris advertising, together with the tar and nicotine disclosure numbers currently used in Philip Morris advertising, is also attached.

The following brand styles were retested at the request of Philip Morris.

BENSON & HEDGES Deluxe Ultra Lights 100's 100FHP
BENSON & HEDGES Deluxe Ultra Lights 100's Menthol 100FMHP
BUCKS Lights KFSP
MARLBORO Lights Menthol KFMHP
MARLBORO Lights 100's Menthol 100FMHP
MERIT KFSP
MERIT Ultra Lights 100's 100FSP
MERIT Ultra Lights 100's Menthol 100FMSP
PARLIAMENT Lights KFHP
PARLIAMENT Lights 100's 100FSP
VIRGINIA SLIMS Ultra Lights 100FHP

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The final step remaining, prior to Philip Morris including in advertising the final tar and nicotine disclosure numbers issued by the TITL, is an analysis of whether "a genuine product change [i.e. a reformulation] has resulted in a change in 'tar' and nicotine values not yet reflected in an FTC report." If a brand style has been reformulated, or a new brand style introduced and therefore not tested by the TITL, Philip Morris is free to disclose its own tar and nicotine test results in advertising.

Attachments

cc: Denise F. Keane, Esq.